



**Bringing the bounty of the Southern USA to the World.**

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## *54th Summer Fancy Food Show*

### *New York, NY • Jacob K. Javits Center*

### *June 29-July 1, 2008*

- *Join us in this outstanding opportunity to present your product to national and international decision makers of the retail and food services industry*
- *The show features trend-setting products from the fastest-growing market segments in the domestic and international food industry*
- *Take advantage of the low-cost exhibition package offered by SUSTA*

Known for its quality attendees, this trade-only show hosts more than 30,000 attendees from specialty food, wine, gift and department stores, supermarkets, restaurants, mail-order and other related businesses and has evolved into a unique decision maker-to-decision maker environment, in which an impressive 87% of all attendees can authorize or recommend purchasing decisions.

#### *Best Prospects:*

■ Fresh & Frozen Organic	■ Artisanal
■ Natural	■ Prepared Foods
■ Seasonings & Salts	■ Sauces & Condiments
■ Beverages	■ Ethnic Selections

#### *Important Information:*

SUSTA is hosting a pavilion of 10 (10x10) booth spaces in the NASFT section

- **\$1,000.00 participation fee includes:**
  - ☑ Booth space (discounted from \$3,300) or \$500 for 1/2 booth space
  - ☑ Shipment of 100 lbs. of product samples
  - ☑ SUSTA generic pavilion signage
- **SUSTA pavilion exhibitors are responsible for:**
  - ☑ drayage for samples, individual booth design and layout, travel, hotel and expenses
  - ☑ NASFT membership (\$300) - deadline for application is mid-May
- **SUSTA pavilion exhibitors must:**
  - ☑ Be a first time exhibitor at the New York NASFT Show
  - ☑ Meet SUSTA's MAP criteria, including \$100,000 in annual sales
  - ☑ Commit to pursuing international sales and submit evaluation forms
- **Sign up by May 31 on the Events page at [www.susta.org](http://www.susta.org).**



**Register on the Events page at [www.susta.org](http://www.susta.org)**

#### **Contact:**

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**SUSTA - Phone: (504) 568-5986, Fax: (504) 568-6010, [www.susta.org](http://www.susta.org) 2 Canal Street, New Orleans, LA 70130**

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